

**ROLE PLAYED BY MEDIA WITH REFERENCE TO ADULT FEMALE CONSUMER
SOCIALIZATION TO OVER-THE-COUNTER (ORAL CONTRACEPTIVE)**

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ABSTRACT

In this research paper the researchers has given more emphasis on how Media helped adult female learn to become consumers of OTC (Oral Contraceptive). There has been a considerable amount of research on consumer socialization over the past years. However, the marketing literature has not yet looked at adolescents & adult as consumers of over-the-counter (OTC) medicines, despite the frequency and the potential problems of product usage in this market segment. This is a descriptive research. For this research the researchers has used convince sampling method for selecting sample. Whereas, researcher has designed questionnaire for collecting data from 100 sample.

INTRODUCTION

Significant changes are underway in the Indian sub-continent's pharmaceutical sector opening up new opportunities in this potentially huge market of one billion people. Currently generating close to US\$7 billion of the US\$550 billion global pharmaceutical market, India is witnessing strong growth with its share rising by nearly 10% per year, compared with 7% for the world market. Indian pharmaceutical

manufacturing and R&D have undergone substantial evolution and growth in the past decade, with distribution forecast to follow. Meanwhile, a new patent law and recent government moves to improve rural healthcare are set to transform the environment further. At the same time, Indian pharmaceutical majors have also been enhancing their position in the global arena where they are asserting a strong presence in the world generics market.

The use of OTC medicines is common from young age (Dengler and Roberts, 1996)

Generally, teenagers are less familiar and have less experience with products as compared to older consumers (Tamara, Dhruv and Terry, 1997). The teenage years are also viewed as the most critical phase for the acquisition of consumption-related orientations, both desirable and undesirable (Moschis and Cox, 1989). This age group may be less capable in making decisions than adults because they may fail to take into consideration the longer term implications of their decision and behavior. Besides, the consumption-related knowledge learned in early life by adult may be carry over. It is thus important to understand how adult learn to become consumers of OTCs, not only to make better consumer decisions at present but also in their future consumer roles.

To investigate these issues, a consumer socialization perspective was employed. This perspective was chosen as the conceptual framework to study adult knowledge development, attitudes and behavior towards over-the-counter medicines because it can provide an exhaustive explanation to the subjects being studied. Consumer socialization is a process by which young people acquire skills, knowledge, and attitudes relevant to their functioning as consumers in marketplace (Ward, 1974). The cognitive developmental model suggests socialization is a function of qualitative changes in cognitive development occurring between infancy and adulthood. In contrast, the social learning model emphasizes the formation of consumer knowledge, skills and behaviors as a function of interactions between socialization agents i.e. a person or organization directly involved in socialization because of frequent contact with the individual, and the learner in various social settings (Moschis, 1987).

OTC DRUGS

‘OTC Drugs’ are those drugs that are legally allowed to be sold ‘Over The Counter’, i.e. without the prescription of a Registered Medical Practitioner. In India, though the phrase has no legal recognition, all the drugs that are not included in the list of ‘prescription only drugs’ are considered as non-

prescription drugs (or OTC drugs). Prescription-only drugs are those medicines that are listed in *Schedules H and X* appended to the Drug and Cosmetics Act & its Rules. Drugs listed in *Schedule G* (mostly antihistamines) do not need prescription to purchase but require the following mandatory text on the label: “Caution: It is dangerous to take this preparation except under medical supervision”. Drugs falling in these 3 schedules are currently not advertised to the public under a voluntary commitment by the pharmaceutical industry. Currently, non drug-licensed stores (e.g. non-chemists) can sell a few medicines classified as ‘Household Remedies’ listed in *Schedule K* of the DCA&R in villages whose population is below 1 000.

OTC proprietary drugs registered as ‘Ayurvedic Medicines’ (= traditional Indian medicines containing natural / herbal ingredients) are also regulated by the DCA and DCR.

However, as they do not require a drug license they can be sold by non-chemists. Some of the top OTC brands in India (e.g. Vicks VapoRub, Amrutanjan Balm, Zandu Balm, Iodex , Moov Pain Cream, Itch Guard Cream, Eno Fruit Salt, Vicks Cough Drops, Halls Lozenges, etc.), are registered as ‘Ayurvedic Medicines’ because of their plant-based natural active ingredients.

There are no price controls on ‘Ayurvedic Medicines’.

Considering the above framework, key categories with OTC potential in India are:

- ✓ Vitamins and minerals
- ✓ Cough and cold
- ✓ Gastrointestinal
- ✓ Analgesics
- ✓ Dermatological
- ✓ Herbal / Ayurvedic Medicines.

Pain relieving analgesics are the largest sector in the growing Over-the-Counter (OTC) pharmacy market (Keynote, 2004; PAGB, 2005a). Consumer awareness of self-care issues has been associated with the importance of OTC availability (PAGB, 1997), both of which are reflected in increasing product choice (PAGB, 2005c). Perhaps surprisingly, in view of the scale and importance of OTC medication purchasing, Ward & Tully (1998) noted a lack of research on consumer views of OTC medication.

Although OTC medication has been researched in medical sociology, pharmacy practice and public policy, there is a lack of contemporary consumer behavior research on OTC painkiller purchasing.

ADULT

Adolescence (from Latin: adolescence meaning "to grow up") is a transitional stage of physical and mental human development generally occurring between puberty and legal adulthood (age of majority), but largely characterized as beginning and ending with the teenage stage. According to Erik Erikson's stages of human development, for example, a young adult is generally a person between the ages of 20 and 40. Historically, puberty has been heavily associated with teenagers and the onset of adolescent development. However, the start of puberty has had somewhat of an increase in preadolescence (particularly females, as seen with early and precocious puberty).

LITERATURE REVIEW

- a) M. M. Babu(2008) *Factors contributing to the purchase of Over The Counter (OTC) drugs in Bangladesh: An Empirical study*. This study is endeavored to identify the factors that influence the purchase of any OTC drugs. The primary factors identified are the past experience with the drugs, corporate image of the pharmaceutical company, brand identity of the drug, insignificant side effect, and prior assumption about the drug to be used for the ailment. Undoubtedly this is not a healthy practice to adopt. This type of tendency can bring hazardous outcome even in short run and long run for the individual consumer. Govt. has drawn a demarcation line between the prescribed and unprescribed drugs but the line has almost got blurred. Awareness is required to reduce the tenacity of transacting such type of products.
- b) M. Tolga Akçura, Füsün F. Gönül, Elina Petrova (2001): *Consumer Learning and Brand Valuation for Nonprescription Drugs*: They examine consumers' brand choice behavior on over-the-counter drugs in a discrete choice model with learning while accounting for valuation carryover and unobserved heterogeneity. The model they employ allows them to separate the effect of concurrent marketing promotions from the impact of perceived product quality valuation accrued through past experiences with the drug. Further, it lets them identify fast learners from slow learners and compare brands in terms of their memorability, which determines brand salience at the time of making the next purchase decision. They estimate the model using the hierarchical Bayesian method. They compare the full model to restricted models

where no learning occurs or the valuation carryover is near perfect. They find evidence of significant learning and valuation carryover decline, idiosyncratic with the brand.

- c) Rodway (1995) *Whilst pharmacists influence OTC decision-making at the point of purchase*, noted that consumers often deem interpersonal communication from family, friends and colleagues to be significant on account of their own relative lack of engagement with this category. For consumers whose superficial knowledge is reliant on emotive appeals, interpersonal communication can be instrumental as a substitute if it is deemed trustworthy.
- d) Suriani Abdul Hamid, David A. Cohen, Valerie Manna: *Adolescents' consumer socialization of over-the-counter medicines: A proposed model and some preliminary findings*. There has been a considerable amount of research on consumer socialization over the past three decades. However, the marketing literature has not yet looked at adolescents as consumers of over-the-counter (OTC) medicines, despite the frequency and the potential problems of product usage in this market segment. This paper proposes a model to specifically address how adolescents learn to become consumers of OTC medicines and presents preliminary findings. *Preliminary findings reported here suggest that adolescents are socialized via family, peers, mass media, internet, school and salesperson/pharmacist in learning to become consumers of OTC medicines*. However, socialization agents such as school, and salespeople were not found to play major roles in the process. The next stage is to conduct further analysis to confirm the proposed model. Besides enriching the marketing literature by providing empirical evidence on consumer socialization and OTCs, the findings would also assist policy makers in designing campaigns and educational programs to address issues of OTC and assist pharmaceutical marketers to formulate appropriate marketing strategies that have the most influence and greatest likelihood of reaching adolescent.

CONCEPTUAL FRAMEWORK

Consumer socialization could be defined in different ways. In advertising research it has e.g. been defined as “the developmental process by which young people acquire the knowledge, attitudes and skills relevant to their functioning in the marketplace” (Lowery & Fleur 1988, p. 410). This seems to be a reasonable definition on an abstract level. Certainly, consumption presupposes at least knowledge and skills. The real problem starts when we ask what kind of knowledge or skills it is that is required in this respect. Is it e.g. knowledge about the act of consumption, commodities, prizes or the legal rights of

consumers? It could, of course, include all of those things, but if it does we can easily conclude that there is no end to this process. Or, put in other words, if this is what is required no one will ever become fully socialized as a consumer.

Social cultural variables include social class, family structure, ethnicity and religiosity, while individual variables include past experience, health condition and perceptions about medicines in general. These antecedents are expected to influence adolescents' knowledge, attitudes and behaviors regarding OTCs directly or indirectly through a socialization process. Socialization processes proposed in this model which is expected to effect adolescents' knowledge, attitudes and behavior towards OTC are communication with family, communication with peers, exposure to mass media, use of the internet, communication from school and communication with other people thought to be relevant to the consumption of medicines. As a result of the socialization processes, adolescents "self-socialize" themselves and this will in turn add to their experience and perception towards OTC.

Socialization Process

- Family communication – The ways that families communicate affects adolescents' learning (Palan, 1998; Mangleburg and Bristol, 1998; Rafeedie et al, 2006). Measures of family communication were adapted from previous studies such as Moschis (1987) and Mangleburg and Bristol (1998) and modified, where specific statements were asked about adolescents and their interactions with family with regards to OTCs.
- Peer communication – Researches have found a strong correlation between consumer socialization and peer influence (Moschis and Churchill, 1987; Bush, Smith and Martin, 1999). Measures adapted from previous studies were modified to specifically address adolescents' socialization of OTC medicines with respect to their peers.
- Communication from school - Only a few studies have investigated the effects of school as an agent in the socialization processes (Moschis, 1987; Kamarudin and Mokhlis, 2003), though teenagers spend most of their time in school. Measures were developed to investigate if school has anything to do with adolescents learning of OTC medicines.
- Communication with others – Communication with others i.e. pharmacist, doctors, nurse and salesperson were asked. Respondents were also asked to indicate if they remember the type of information they asked.

- Mass media exposure – OTC medicines are promoted through television, radio and print advertisements. Adolescents heavily exposed to these advertisements have a higher likelihood to believe the efficacy of the medicines and use them (Atkin, 1978; Burak and Damico, 2000). Respondents were asked to indicate the media they would use if they were to get information about OTC.
- Internet exposure and usage –Despite high usage of the internet by adolescents, little is known about the effects of internet on consumer socialization (John, 1999). Furthermore, information about the use of OTC medicines for “on-label” and “off-label” purposes are widely available on the internet.

Researcher concentrating majorly on different Media as tool for Adult Female consumer socialization to over-the-counter (Oral Contraceptive).

Mass Media includes:

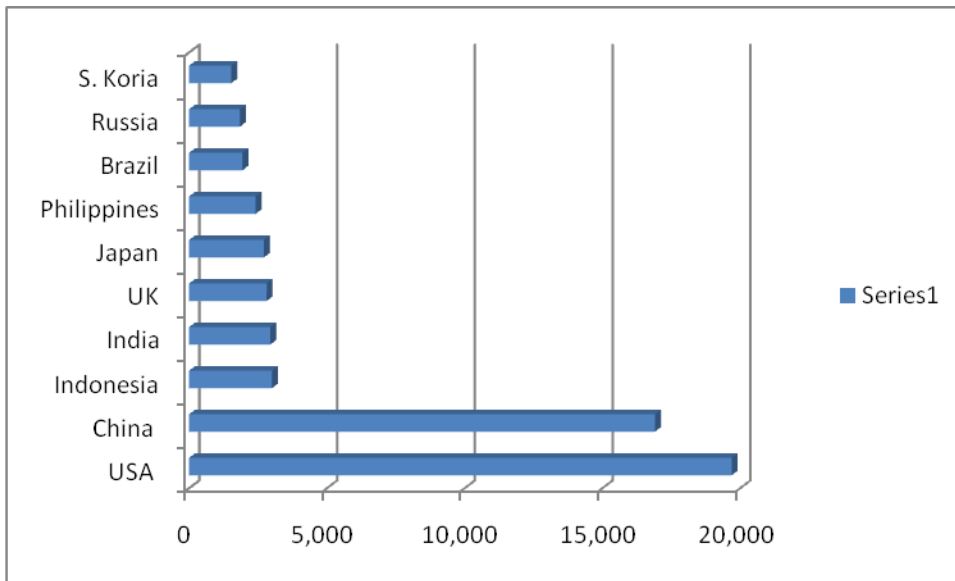
- ✓ Television
- ✓ Radio
- ✓ Movies
- ✓ Music
- ✓ Books, magazines, etc.
- ✓ Internet

Optimedia forecasts the future spends in Online advertising and its growth around the world. A look at the report and it justifies the increased interest that India as a market is seeing as far as many advertising players launching digital arms in India are concerned.

Here is a global growth chart on the total advertising spend from the report:- Zenith

Forecast by leading advertising markets The US will be the leading contributor of new ad dollars to the global market over the next three years, making up in scale what it lacks in speed. China will come second, combining large scale and rapid growth (though its growth is slowing as its scale increases). Between 2017 and 2020 we forecast global advertising expenditure to increase by US\$77 billion in total, followed by Indonesia, India, the UK and Japan, which will contribute 4% each. Seven of the ten largest contributors will be Rising Markets* (China, Indonesia, India, Philippines, Brazil, Russia and South

Korea), and between them they will contribute 40% of new adspend over the next three years. Overall, we forecast Rising Markets to contribute 57% of additional ad expenditure between 2017 and 2020, and to increase their share of the global market from 37% to 39%. Top ten contributors to adspend growth 2017-2020 (US\$m)



Source: Zenith

A look at India's own advertising growth market chart shows that the whole advertising spend is set to boom 8 times since 1995 when it was around 47 billion to around 367 billion rupees. And out of the 367 billion rupees forecast to be spent on advertising by 2010 about 36 billion is expected to be spent on online advertising. The report gives no demarcation on display vs search or lead vs. branding kind of spends.

Socialization comes through the characters, image, words, and narrative story lines. Some media specifically acts to be an agent of socialization but most only strive to be entertainment.

Today the media seriously challenges the family. Adolescents' spend as much or more time in front of the TV as interacting with parents. Messages and values carried by the media are powerful and seductive. Many of those messages and values challenge or directly contradict what parent's teach their Adolescents'.

Media influence continues and strengthens in adolescence based on a merger of teen subculture, pop culture (music & movies), and corporate marketing. Sports, increasingly a branch of marketing, become especially influential for teenage boys. The internet (web pages, e-mail, chat rooms) have emerged as another media source important to teens, again especially girls. The power of the media declines in adult years but still remains strong. Pop culture continues strong but loses its subculture support. Sports and the internet continue as agents of socialization, especially for males. News (both TV and print) emerge as new agent of socialization in the adult years.

Consequently, ads for Viagra, pill 72, combiflam, cough syrup, Analgesic/Cold Tablets, and many other drugs are increasingly common, especially on prime-time television.

Growing population and increasing incidence of unwanted pregnancies and abortion coupled with rising awareness and OTC access to contraceptives to drive India contraceptives market through 2021

According to Pharmaion report, "India Contraceptives Market Opportunities, 2011 - 2021", the contraceptives market in India is projected to grow at a CAGR of over 17% during 2016 - 2021. A wide array of factors anticipated to influence the growth of contraceptives market in India include rising population and high prevalence of HIV, coupled with extensive initiatives and awareness programs by government and NGOs to promote use of contraceptives. Additionally, rising awareness about the use of condoms to prevent spreading of Sexually Transmitted Infections (STIs), especially HIV, are also contributing towards the growth of the contraceptives market in India.

Unintended pregnancies and unmet contraception needs are also expected to accentuate the country's contraceptives market during the forecast period. Unmet need of the contraceptives is due to incorrect information, misconceptions and lack of consumer awareness about the availability of contraceptives. The market is also facing various other challenges such as growing preference of sterilization, myths about contraceptives, and associated side-effects of contraceptive drugs and devices.

India contraceptives market has been segmented into two categories, namely, contraceptive drugs and contraceptives devices. Out of these categories, contraceptives devices dominated the overall contraceptives market in India. The segment is anticipated to continue its dominance through 2021 on account of ease of use, option to have contraception for long duration, less or no side effects, and capability of few devices to prevent sexually transmitted infections. Various types of contraceptive

devices are used in the country, however condoms are the most popular contraceptive devices among Indian population.

"Government of India and various non-profit organizations has been taking various initiatives to increase the awareness about the contraceptives and their benefits to prevent unintended pregnancies and STIs. For instance, under Family Planning Programme, which is a government sponsored programme, IUDs, oral contraceptive pills, condoms and emergency contraceptive pills are provided to low income people at less prices or free of cost. Moreover, the anticipated launch of two new injectables, Vasalgel and Reversible Inhibition of Sperm Under Guidance (RISUG) for males, in 2017-18 is expected to have a positive impact on the country's contraceptives market over the next five years." said Mr. Karan Chechi, Research Director with Pharmaion Consultants, a research based global management consulting firm focused on pharma and healthcare industry.

"India Contraceptives Market Opportunities, 2011 - 2021" has analyzed the potential of contraceptives market in India and provides statistics and information on market sizes, shares and trends. The report intends to provide cutting-edge market intelligence and help decision makers take sound investment evaluation. Besides, the report also identifies and analyzes the emerging trends along with essential drivers and key challenges faced by India contraceptives market.

- have spent maximum in brand building through on TV are as follows:
 1. **Rubs/ Balm** - Moov, Iodex, Himani Fast Relief, Emami Mentho Plus, Amrujanjan Joint Ache Cream
 2. **Analgesic/ Cold Tablet** - Dcold, Stopache, Crocin, Disprin
 3. **Digestives** - Eno, Hajmola, Pudina Hara, Dabur Hingoli
 4. **Medicated Skin Treatment** - Itch Guard, Krack, Ringguard, Clearasil
 5. **Cough Lozenges** - Strepsils, Halls
 6. **Vitamin/ Tonic/ Health Supplements** - Horlicks, Complan, Boost, Chawanprash - Dabur, Sona Chandi, Himalaya, Calcium Sandoz, Jeevanprash
 7. **Antiseptic Cream/ Liquids** - Borosoft, Boroplus, Dettol

RESEARCH METHOD

Objectives of the Study

After having reviewed related literature, the researcher got insights into how to perform the study, the methodological part of the research based on the available literature following objectives for the study are formulated.

1. To analyze the different media as a source for Adult female consumer socialization to over-the-counter (Oral Contraceptive).
2. To evaluate the most influencing media as a source for Adult female consumer socialization to over-the-counter (Oral Contraceptive).

Research Design: As the study proposes to find relationship between the identified variables it is thought to be descriptive research

Tools for data collection

Method: Survey: Population of the research is Adult female (is a person between the ages of 18 and 30) residing in Pune city. Therefore entire unit of the population will be surveyed in order to reach to the objective of the study. The nature of study demands probing into the minds of respondents in order to collect data related to the opinion, beliefs and attitude will be surveyed.

Source of Primary Data: Structured questionnaire based on survey were to be used for collecting data. The study was undertaken at different MBA Institute in Pune. Furthermore, the researcher was able to personally inform students about the purpose of the study and give clarification of the questionnaire which is not understand by student.

Method of Administering Questionnaires: Self administered questionnaires and in case of different set of respondents, schedules or face to face contact method would be utilized.

Sampling Unit: Every unit in the above defined population/ universe.

Sampling Technique: Convince sampling.

Sample size: 100 Adult female.

Source of Secondary Data: An extensive review of literature, scholarly and peer reviewed journals, Books, News papers, Internet etc. will be used for secondary data

DATA ANALYSIS

Awareness about OTC (Oral Contraceptive)

| | |
|--------------|------------|
| Yes | 83 |
| No | 17 |
| Total | 100 |

80% Adult female respondents are aware of the OTC (Oral Contraceptive).

Different media as a source of information for OTC (Oral Contraceptive) known by Adult female

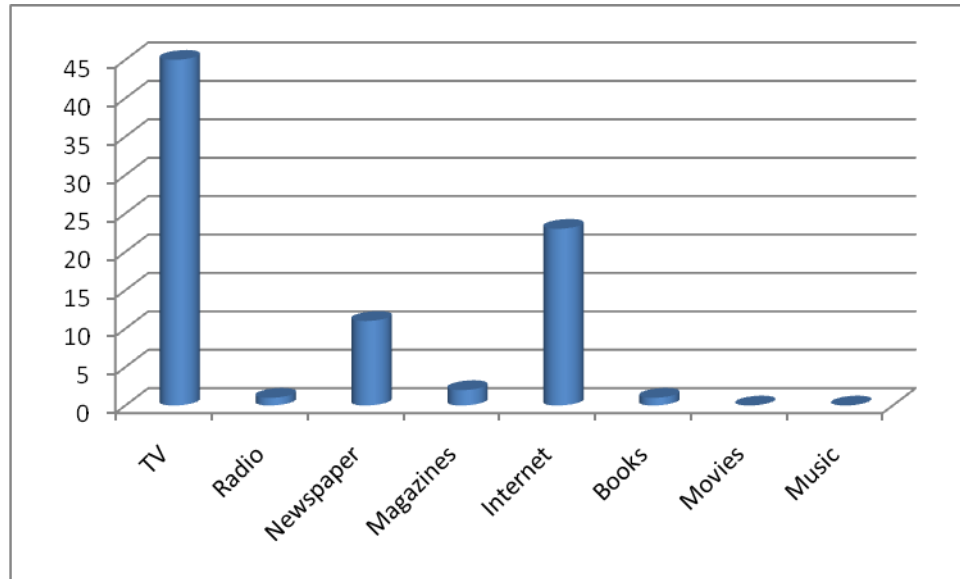
Among Adult female who are aware of the OTC (Oral Contraceptive)

Majority (80% 66 respondents) of them are aware about all the media sources that is television, Radio, Newspaper, Magazines, Internet, Books as a source of information for OTC (Oral Contraceptive).

20% (14 respondents) of the Adult female are not aware about Movies, Music as tool for OTC (Oral Contraceptive).

Most influencing media as a source for Adult female consumer socialization to over-the-counter (Oral Contraceptive).

| Media | Preference |
|--------------|------------|
| TV | 45 |
| Radio | 1 |
| Newspaper | 11 |
| Magazines | 2 |
| Internet | 23 |
| Books | 1 |
| Movies | 0 |
| Music | 0 |
| Total | 83 |



Socialization agents like TV and internet, were found to play major role in the process. Only a small number of Adult female would go to newspaper news, newspaper advertisements and radio news.

FINDINGS

- ✓ Socialization agents like TV and the internet, were found to play major role in the process.
- ✓ Most Adult female would go to the TV, followed internet as a source for over-the -counter (Oral Contraceptive) information.
- ✓ This is followed by articles in magazines, TV news and magazines advertisement
- ✓ Only a small number of Adult female would go to newspaper news, newspaper advertisements and radio news.

CONCLUSION

Preliminary findings reported here suggest that Adult female are socialized via family, peers, mass media, internet, school and salesperson/pharmacist in learning to become consumers of over-the -counter (Oral Contraceptive). However, socialization agents such as school, and salespeople were not found to play any roles in the process. The findings would also assist policy makers in designing campaigns and educational programs to address issues of over-the -counter (Oral Contraceptive) and

assist pharmaceutical marketers to formulate appropriate marketing strategies that have the most influence and greatest likelihood of reaching Adult female.

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